

REMARKS

In view of the foregoing amendments and the following remarks, reconsideration of the above referenced application is respectfully requested.

Claims 1-3, 6, 12-16, 18 stand rejected under 35 USC §103(a) as being unpatentable over Shelton et al., U.S. Patent No. 5,951,643, in view of Rapaport et al., U.S. Patent No. 5,890,152.

Claims 4-5, 1-11, and 17 stand rejected under 35 USC §103(a) as being unpatentable over Shelton-Rapaport in view of Qureshi et al., U.S. Patent No. 6,456,305.

Claims 21-37 are related to claims 2-18 except for method steps, therefore claims 21-37 are rejected under the same rationale.

Referring now to amended independent Claims 1 and 20, there is recited a method and computer readable medium for detecting an event comprising changes in visual stimuli electronically presented to, observable by, and resultant from a user interacting with a browser interface; assigning an identification (ID) to the event; evaluating at least one changed parameter of the visual stimuli caused by the event; recording the event, including the changed parameters; and reconstructing the event based on the recorded event including the changed parameters. Advantageously, the present invention includes evaluating a changed parameter of the visual stimuli caused by the event, recording the event including the changed parameters, and reconstructing the event based on the recorded event including the changed parameters, as supported in Applicant's application on page 14, lines 1-12. Applicant acknowledges that the

Examiner appreciates that Shelton fails to evaluate at least one parameter of the presented non-textual visual stimuli. In addition, Shelton fails to teach the limitation of recording the event, including at least one changed parameter, and or reconstructing the event based on the recorded event, including at least on changed parameter changed by the user. Rather, Shelton, et al. discloses performing data synchronization of textual data between a Web Tracking and Synching (WTS) gateway 142 and terminals 104. An exemplary teaching in Shelton, et al. is described in column 14, line 44 – column 15, line 27, whereby textual data entered by a user into a data field 1202 of a web page 1200 is synched to the WTS server 144. As set forth in the abstract, the invention of Shelton, et al. is directed to organizing and managing activities from multiple consumer browsers that are in a state-less nature.

U.S. Patent No. 5,890,152 to Rapaport, et al. also fails to teach or suggest recording the event, including changed parameters, and/or reconstructing the event based on the recorded event including at least one changed parameter of the visual stimuli caused by the event. Rather, Rapaport discloses analyzing “information” about a user’s interaction with a website to a Personal Profile database, which information is later used to refine search engine results based on the user’s accumulated profile. For instance, Rapaport discloses at col. 12, lines 33-37 performing a basic media analysis “to determine if the media file segment is of interest to the user by analyzing the rate of media progression, such as whether a scroll bar is being depressed or if the media file segment is printed, saved or listened to.” With emphasis, the event itself (scrolling data) is not recorded, nor are any changes to the event parameter. Moreover, the event is not reconstructed based on a recorded event including the changed parameters. The goals of Rapaport and the present invention are very different. Accordingly, Independent Claims 1 and

20 are believed to be allowable over the cited prior art, and a notice to this effect is respectfully requested.

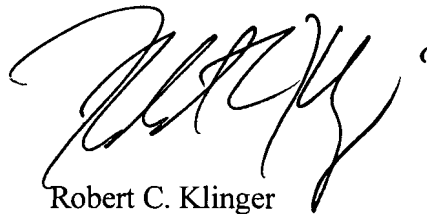
Dependent Claims 2-18 and 21-37 are directed to further features of the invention, including querying the parameters of the browser-viewable non-textual visual stimuli. For instance, a primary web page itself, the web page location, dimension, area, a relationship of a child web page to the primary web page, and a relative location of content within the primary and the child web page, as claimed in the dependent claims. The prior art fails to teach or suggest these claimed features.

At this time, all pending claims 1-18 and 20-37 are believed to be allowable over the cited prior art, and a notice to this effect is respectfully requested.

No additional fees are believed to be due, however, the Commissioner is authorized to debit Applicant's Deposit Account # 10-0096, should any other fees be due.

The Examiner is encouraged to contact the undersigned attorney to resolve any matters which remain by Examiner's amendment where possible.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'R. C. Klinger', is positioned above the printed name and title.

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